

# Back Market



**Sector** Refurbished electronics

**Creation** 2014

**Founders**

Vianney Vaute  
Quentin Le Brouster  
Thibaud Hug de Larauze

**Headcount & offices**

550 employees in Paris, Bordeaux, NY, Berlin

**Funding**

€434 M (€276 M in 2021)

**Clients**

5 M customers

## BackMarket

Back Market is the online marketplace for refurbished electronics. Each time a refurbished device is purchased, the production of a new device and its resulting environmental impact are avoided. With Back Market, “New is Old” – it’s outdated!

### The mission

At Back Market, our mission is to **make high quality technology more accessible to the public** by providing a place where buying refurbished devices is safe, easy, and appealing so that consumers no longer have a reason to buy new.

Buying refurbished is a proven solution to reducing the environmental impact of tech. The challenge? Evolving the high-tech market and mentality closer to the auto industry. Today, for every 3 new cars sold, 7 are sold second-hand. Inversely, **for every 8 new smartphones, only 2 are sold second-hand.**

### Their pride

Back Market offers consumers many ways to purchase premium electronic devices at a discount. **They put the power back into consumers’ hands**, offering a sustainable alternative to buying tech electronics. By providing a safe and reliable marketplace, they help reduce e-waste by keeping electronics in circulation for longer.

### Key numbers

**2,274 t of e-waste**  
avoided since 2014

**144,000 tCO<sub>2</sub>e**  
saved by reselling smartphones

**Available in 16 countries**  
and 3 continents

**4 to 5 stars**  
ratings on TrustedShop  
for 93% of clients

F/M ratio  
39-61%



In 2020, we made progress on diversity and inclusion by training all managers on the topic of discrimination, by making offices more inclusive by setting up a breastfeeding room, and by revamping our job offers. The road is long, not everything is perfect yet, but we are trying to make progress at our own level as a tech company. **Vianney Vaute, Co-Founder.**

**Best  
Impact  
Practice**